



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Changing consumer behaviour favours reduced-harm alternatives

Major players exert control over the competitive landscape

E-commerce continues to gain share of distribution

PROSPECTS AND OPPORTUNITIES

Further expansion of e-vapour and heated tobacco products

Strong growth potential for the new nicotine pouches category

Consumers to shift towards reusable and higher performance devices

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Tobacco in Saudi Arabia - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Reduced harm

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